

This listing of claims will replace all prior versions, and listings, of claims in the application:

**LISTING OF THE CLAIMS:**

1. (Previously Presented) A method for building a user interface for managing a business operated through a web-based storefront over a network, the method comprising:
  - adding a module to a user interface for a business operated through a web-based storefront, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage a web-based storefront for an online business engaged in a commerce of at least one of goods or services;
  - adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, the area providing information associated with the commerce involving the web-based storefront; and
  - providing the user interface to a user over a network.
2. (Previously Presented) The method of claim 1, further comprising adding a control panel in the plurality of control panels to the user interface, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel providing a plurality of advertising services for use in promoting the web-based storefront.
3. (Previously Presented) The method of claim 1, further comprising adding a plurality of modules to the user interface, each module providing access to at least one of the control panels in the plurality of control panels.
4. (Previously Presented) The method of claim 3, wherein a module in the plurality of modules provides access to a store management related control panel.
5. (Previously Presented) The method of claim 3, wherein a module in the plurality of modules provides access to a web hosting related control panel.

6. (Previously Presented) The method of claim 3, wherein a module in the plurality of modules provides access to a domain management related control panel or a mail service.
7. (Previously Presented) The method of claim 1, wherein the area displays the information associated with the commerce involving the web-based storefront in substantially real time.
8. (Previously Presented) The method of claim 7, wherein the information displayed in substantially real time comprises at least one of a number of page views, a sales data, a search data, a click trail, or an inventory data.
9. (Previously Presented) The method of claim 7, wherein the information is displayed in a graphical form in the area.
10. (Previously Presented) The method of claim 7, wherein the information is displayed in a streaming text form in the area.
11. (Previously Presented) A computer readable medium having stored therein data representing instructions executable by a programmed processor for managing a business operated through a web-based storefront-over a network, the computer readable medium comprising instructions operative to:
  - presenting a module to a user over a network, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and
  - presenting an area to the user over the network, the area visually distinguished from and concurrently displayed with the module and the area providing information associated with the commerce of said at least one of goods or services.
12. (Previously Presented) The computer readable medium of claim 11, further comprising instructions operative to:

presenting a control panel in the plurality of control panels to the user over the network, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel presenting a plurality of advertising services for use in promoting the web-based storefront.

13. (Previously Presented) The computer readable medium of claim 11, further comprising instructions operative to:

presenting a plurality of modules to the user over the network, each module including access to at least one of the control panels in the plurality of control panels.

14. (Previously Presented) The computer readable medium of claim 13, wherein a module in the plurality of modules comprises one selected from the group consisting of a store management module, a web hosting module, a domain management model, and a mail service module.

15. (Previously Presented) The computer readable medium of claim 11, wherein the area provides the information associated with the commerce of said at least one of goods or services in substantially real time.

16. (Previously Presented) The computer readable medium of claim 15, wherein the information provided in substantially real time comprises at least one of a number of page views, a sales data, a search data, a click trail, or an inventory data.

17. (Previously Presented) The computer readable medium of claim 16, wherein the area displays the information in a form comprising at least one a graphical form and a streaming text form.

18. (Currently Amended) A system for building a control mechanism for managing a business operated through a web-based storefront over a network, the system comprising:

processing means for adding a module to a control mechanism for a business operated through a web-based storefront, the module providing access

to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services;

processing means for adding an area to the control mechanism, the area visually distinguished from and concurrently displayed with the module, and the area to provide information associated with the commerce involving the web-based storefront; and

processing means for providing the control mechanism to a user over a network.

19. (Currently Amended) The system of claim 18, further comprising processing means for adding a control panel in the plurality of control panels to the control mechanism, the control panel visually distinct from and concurrently displayed with the module and the area, and the control panel to present a plurality of advertising services for use in promoting the web-based storefront.

20. (Currently Amended) The system of claim 18, wherein the processing means for adding the module to the control mechanism further comprises processing means for adding a plurality of modules to the control mechanism, each module including access to at least one of the control panels in the plurality of control panels.

21. (Previously Presented) The system of claim 20, wherein a module in the plurality of modules comprises at least one of a store management module, a web hosting module, a domain management module, or a mail service module.

22. (Previously Presented) The system of claim 18, wherein the area provides the information associated with the commerce involving the web-based storefront in substantially real time.

23. (Previously Presented) The system of claim 22, wherein the information presented in substantially real time comprises at least one of a page view, a sales data, a search data, a click trail, or an inventory data.

24. (Previously Presented) The system of claim 23, wherein the area presents the information in a form comprising at least one of a graphical form or a streaming text form.

25. (Previously Presented) A method for building a user interface for managing a business operated through a web-based storefront over a network, the method comprising:

- adding a module to a user interface, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services,

- adding an area to the user interface, the area visually distinguished from and concurrently displayed with the module, and the area providing an information associated with the commerce involving the web-based storefront;

- adding a first control panel in the plurality of control panels to the user interface, the first control panel configured to allow manipulation of a business function of said web-based storefront; and

- providing the user interface to a user over a network.

26. (Previously Presented) The method of claim 25, wherein the user interface further comprises a second control panel in the plurality of control panels, visually distinct from and concurrently displayed with the module, the area, and the first control panel, wherein the second control panel is configured to provide a plurality of advertising services for use in promoting the web-based storefront.

27. (Previously Presented) The method of claim 25, wherein the area presents the information associated with the commerce involving the web-based storefront in a form comprising of at least one of a graphical form, a streaming text form, a pictorial form, and a tabular form.

28. (Previously Presented) The method of claim 25, wherein the first control panel provides access to the business function comprising of at least one of a

store management function, a web hosting function, a domain management function, and a mail service function.

29. (Previously Presented) The method of claim 28, wherein the first control panel further comprises an input selection mechanism configured to communicatively couple with a back end relating to the business function associated with the first control panel.

30. (Previously Presented) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface application for encoding a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the user interface application comprising:

instructions for encoding a module, wherein the module provides access to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

instructions for encoding an area, visually distinguished from and concurrently displayed with the module, the area for providing an information associated with the commerce involving the web-based storefront.

31. (Previously Presented) The computer program product of claim 30 wherein the module and the area are displayed on a display of a remote computer.

32. (Previously Presented) The computer program product of claim 31 wherein the remote computer is associated with a business and runs the web browser.

33. (Previously Presented) A computer program product for use in conjunction with a computer system, the computer program product comprising a computer readable storage medium and a computer program mechanism embedded therein, the computer program mechanism comprising:

a user interface application for encoding a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the user interface application comprising:

instructions for encoding a module that provides access to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

instructions for encoding an area, visually distinguished from and concurrently displayed with the module, the area providing an information associated with the commerce involving the web-based storefront; and

instructions for encoding a control panel in the plurality of control panels, the control panel configured to allow manipulation of a business function.

34. (Previously Presented) The computer program product of claim 33 wherein the module, the area, and the control panel are displayed on a display of a remote computer.

35. (Previously Presented) The computer program product of claim 34 wherein the remote computer is associated with a business and runs the web browser.

36. (Previously Presented) A first computer for providing a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the first computer comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing a software application, the software application comprising:

instructions for constructing a module, the module for presenting access to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

instructions for constructing an area, visually distinguished from and concurrently displayed with the module, the area for providing an information associated with the commerce involving the web-based storefront.

37. (Previously Presented) The first computer of claim 36 wherein the module and the area are displayed on a display on a second computer that is accessible to the first computer over the Internet.

38. (Previously Presented) The first computer of claim 37 wherein the second computer is associated with a business and wherein said second computer runs a web browser in which the module and the area are displayed.

39. (Previously Presented) A first computer for providing a user interface for use within a web browser for managing a business operated through a web-based storefront over a network, the first computer comprising:

a central processing unit;

a memory, coupled to the central processing unit, the memory storing:

instructions for encoding a module of the user interface, the module providing access to a plurality of control panels, each control panel providing an interface to create or manage the web-based storefront for an online business engaged in a commerce of at least one of goods or services; and

instructions for encoding an area of the user interface, visually distinguished from and concurrently displayed with the module, the area providing an information associated with the commerce involving the web-based storefront; and



instructions for encoding a control panel in the plurality of control panels of the user interface, the control panel configured to allow manipulation of a business function.

40. (Previously Presented) The first computer of claim 39 wherein the module, the area and the control panel are displayed on a display of a second computer that is accessible to the first computer over the Internet.

41. (Previously Presented) The first computer of claim 40 wherein the second computer is associated with a business and runs the web browser.